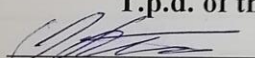


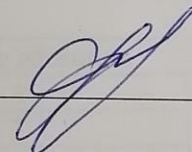
**NATIONAL UNIVERSITY OF LIFE  
AND ENVIRONMENTAL SCIENCES OF UKRAINE  
FACULTY OF AGRICULTURAL MANAGEMENT**

Marketing and International Trade Department



**"CONFIRMED"**  
**Dean of the Faculty**  
**of Agricultural Management**  
**Anatolii OSTAPCHUK**  
\_\_\_\_\_ 2023 p.

**"APPROVED"**  
at the meeting of the department  
of Marketing and International Trade  
Protocol # dated "\_\_\_" \_\_\_\_\_ 2023 p.  
**T.p.d. of the Head of Department**  
 **Oleksandr LUTSII**

**"REVIEVED"**  
**Program Coordinator**  
**Violeta HERAIMOVYCH**  


**PROGRAM OF THE COURSE**

**"MARKETING PRICE POLICY"**

**for undergraduate students training**

spacialization 075 "Marketing"  
educational program "Marketing"  
Faculty of Agricultural Management  
Developer: Associate Professor, Ph.D. Olena BARYLOVYCH

KYIV-2023

## 1. Description of the course

### Marketing pricing policy (name)

<b>Field of knowledge, specialization, educational program, educational degree</b>		
Educational degree	Bachelor	
Specialization	075 "Marketing"	
Educational program	Marketing	
<b>Characteristics of the course</b>		
Type	Compulsory	
Total number of hours	90	
Number of ECTS credits	3	
Number of content modules	2	
Course project (work) (if applicable)		
Form of assessment	<i>Exam</i>	
<b>Indicators of the course for full-time and part-time study</b>		
	full-time study	part-time study
Course (year of study)	4	-
Semester	7	-
Lecture classes	30	-
Practical, seminar classes	30	-
Self-study	30	-
Individual assignments	-	-
Numbers of weekly in-class academic hours for full-time forms of study	4	-

## **2.Purpose, objectives, and competencies of the course**

*The purpose* of the discipline - the formation of students' modern economic thinking on marketing pricing policy of enterprises, opportunities for marketing pricing strategies and various pricing methods for its successful implementation in the domestic market.

*The task* of the discipline is to gain knowledge about the possibilities of using the company's marketing pricing policy to ensure the stability of its operation in the domestic market.

### **Acquisition of competencies:**

***Integral competence:*** The ability to solve complex specialized tasks and practical problems in the field of marketing activities or in the learning process, which involves the application of relevant theories and methods and is characterized by the complexity and uncertainty of conditions.

#### ***general competencies:***

GC1. The ability to realize one's rights and responsibilities as a member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of a person and a citizen in Ukraine.

GC4. Ability to learn and master modern knowledge.

GC5. Determination and persistence in relation to assigned tasks and assumed responsibilities.

GK6. Knowledge and understanding of the subject area and understanding of professional activity.

GC13. Ability to work in an international context.

#### ***professional (special) competencies:***

SC2. The ability to critically analyze and generalize the provisions of the subject area of modern marketing.

SC4. The ability to conduct marketing activities based on an understanding of the essence and content of marketing theory and the functional relationships between its components.

SC5. Ability to correctly apply marketing methods, techniques and tools.

SC6. The ability to conduct marketing research in various areas of marketing activity.

SC7. The ability to determine the impact of functional areas of marketing on the results of economic activity of market entities.

SC8. Ability to develop marketing support for business development in conditions of uncertainty.

SC9. The ability to use marketing tools in innovative activities.

SC12. The ability to substantiate, present and implement the results of research in the field of marketing.

SC13. The ability to plan and implement effective marketing activities of a market entity in a cross-functional section.

SC14. Ability to propose improvements to marketing functions.

### **Program learning outcomes:**

PLO 1. Demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activities.

PLO 5. Identify and analyze the key characteristics of marketing systems of various levels, as well as the peculiarities of the behavior of their subjects.

PLO 7. Use digital information and communication technologies, as well as software products necessary for the proper implementation of marketing activities and the practical application of marketing tools.

PLO 9. Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

### **3. Program and structure of the course:**

#### **Content module 1. Prerequisites for the formation of marketing pricing policy of the enterprise**

Topic 1. Pricing policy of the enterprise in modern market conditions

The essence and significance of the company's pricing policy. Factors determining current trends in price policy. Structural elements of the enterprise's pricing policy. Approaches to the formation of price policy. Stages of the pricing process. Principles of the company's pricing policy

Topic 2. Pricing models in the market economy

Typology of pricing models. Monopoly pricing. Commercial pricing under conditions of perfect and imperfect competition. Types of active pricing. Subtypes of value pricing: cost-profit pricing; pricing focused on demand selectivity and supply targeting; progressive compromise pricing

Topic 3. Pricing under different types of pricing policies

Pricing policy options: passive pricing, active pricing. Pricing under different types of pricing policy: premium pricing policy, incentive pricing policy, exhausting and penetrating pricing policy, pricing policy in conditions of vertical and horizontal market distribution, pricing policy in terms of product concentration strategy, marginal pricing.

Topic 4. Prerequisites for the formation of the enterprise's price policy

Classification of the objectives of the price policy of the enterprise. Pricing policy goals depending on the term of validity, depending on the content (oriented to profit, sales, competition), depending on the ability to measure (quantitative, qualitative). Factors affecting the formation of price policy: microenvironmental factors, macroenvironmental factors, internal factors. Types of market structures from the point of view of competition. Pricing at different stages of the product life cycle

Topic 5. Price as a tool of the company's pricing policy

The essence of price elasticity of demand. Options for calculating price elasticity. Factors affecting the level of elasticity of demand for goods. Types of consumers, depending on the orientation of purchases. Types of elasticity of demand: cross elasticity, elasticity of demand by income

Topic 6. Methods of estimating demand and its elasticity

Classification of demand study methods. Study of sales data. Study of panel data. Shop research. Experiments in stores. Experiments in laboratories. Direct survey. Analysis of issued purchases. Collaborative analysis. The method of expert evaluations. Comparative analysis of demand study methods.

#### Topic 7. Psychological aspects of pricing

Factors affecting the price sensitivity of consumers: the perception of the presence of substitutes, the effect of the unique value of the product, the effect of switching costs, the effect of the complexity of comparing goods, the effect of the relationship between quality and price, the effect of the share of costs in the consumer's income, the effect of the weight of the final result, the effect cost sharing. An algorithm for taking into account consumer psychology in the pricing process. Psychological effects that allow to increase the demand for goods. Psychological effects arising in the mind of the consumer in the process of price perception.

### **Content module 2. Strategic and tactical approaches to the formation of the marketing price policy of the enterprise**

#### Topic 8. Stages of development of the company's price policy

Determination of the main goals of the pricing policy: sales-oriented goals, profits, the current state of the market. Determination of the general direction of pricing policy: pricing policy for retail sales of goods to consumers; wholesale pricing policy related to the sale of goods in large batches, usually under contracts; pricing policy of the enterprise when selling goods directly to consumers. Stages of formation of the company's price policy.

#### Topic 9. Marketing price strategies

The essence and classification features of price strategies. Basic pricing strategies of the enterprise. Strategies related to bringing new products to market. The price strategy in the ratio "price — promotion of the product to the market". Price strategies in the price-quality ratio. Price positions of the seller according to F. Kotler.

#### Topic 10. Strategies of price adaptation

Pricing strategies by product range. Pricing strategies by geographic principle. Strategies depending on price diversity.

#### Topic 11. Pricing strategies considering competition, profit and degree of price flexibility

Competitive pricing strategies. Game theory in pricing strategy formation. Target price strategy. Pricing strategies depending on the degree of price flexibility.

#### Topic 12. Pricing methods: cost methods and demand-oriented methods

General classification of pricing methods. Cost methods: average costs + profit, break-even analysis, marginal pricing. Demand-oriented pricing methods: parametric pricing methods, the method of setting the price based on the analysis of the economic

value of the product for the consumer, the method of determining price points and compatible analysis, the method of "throwing arrows".

Topic 13. Pricing methods: taking into account competition, product range, geographical factor, typical conditions

Pricing methods taking into account competition. Pricing based on product nomenclature. Geographic pricing. Pricing under standard conditions. Methods of indirect marketing pricing

Topic 14. Stimulation of sales in the process of price policy implementation

The role of sales promotion in the enterprise pricing system. Distribution of free samples and giving gifts in the company's pricing system. Consumer competition as a tool of the company's pricing policy

Topic 15. Causes and consequences of price changes

Reasons, ways and consequences of price changes. Consumer reaction to price changes. Competitors' reaction to price changes. The company's reaction to price changes by competitors. Marginal analysis as the main tool for financial justification of pricing decisions

## Structure of the Course “Marketing”

Names of content modules and topics	Number of hours													
	Full-time							Part-time						
	weeks	total	including					total	weeks					
			l	p	lab	ind	sw		l	p	lab	ind	sw	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	
Content module 1. Prerequisites for the formation of the enterprise's marketing price policy														
Topic 1. Pricing policy of the enterprise in modern market conditions	1	6	2	2			2							
Topic 2. Pricing models in the market economy	2	6	2	2			2							
Topic 3. Pricing under different types of pricing policies	3	6	2	2			2							
Topic 4. Prerequisites for the formation of the enterprise's price policy	4	6	2	2			2							
Topic 5. Price as a tool of the company's pricing policy	5	6	2	2			2							
Topic 6. Methods of estimating demand and its elasticity	6	6	2	2			2							
Topic 7. Psychological aspects of pricing	7	6	2	2			2							
Together according to content module 1	42		14	14			14							
Content module 2. Strategic and tactical approaches to the formation of the marketing price policy of the enterprise														
Topic 8. Stages of development of the company's price policy	8	6	2	2			2							
Topic 9. Marketing price strategies	9	6	2	2			2							
Topic 10. Strategies of price adaptation	10	6	2	2			2							
Topic 11. Pricing strategies considering competition, profit and degree of price flexibility	11	6	2	2			2							
Topic 12. Pricing methods: cost methods and demand-oriented methods	12	6	2	2			2							
Topic 13. Pricing methods: taking into account competition,	13	6	2	2			2							

product range, geographical factor, typical conditions													
Topic 14. Stimulation of sales in the process of price policy implementation	14	6	2	2			2						
Topic 15. Causes and consequences of price changes	15	6	2	2			2						
Together according to content module 2	48		16	16			16						
<b>Total hours</b>	90		30	30	-		30						
<i>Term paper</i>	30		-	-	-	-	-						
<b>Total for the course</b>	120		30	30	-		30						

#### 4. Topics of practical classes

№ s / n	Topics	Number of hours
1	Topic 1. Pricing policy of the enterprise in modern market conditions	2
2	Topic 2. Pricing models in the market economy	2
3	Topic 3. Pricing under different types of pricing policies	2
4	Topic 4. Prerequisites for the formation of the enterprise's price policy	2
5	Topic 5. Price as a tool of the company's pricing policy	2
6	Topic 6. Methods of estimating demand and its elasticity	2
7	Topic 7. Psychological aspects of pricing	2
8	Topic 8. Stages of development of the company's price policy	2
9	Topic 9. Marketing price strategies	2
10	Topic 10. Strategies of price adaptation	2
11	Topic 11. Pricing strategies considering competition, profit and degree of price flexibility	2
12	Topic 12. Pricing methods: cost methods and demand-oriented methods	2
13	Topic 13. Pricing methods: taking into account competition, product range, geographical factor, typical conditions	2
14	Topic 14. Stimulation of sales in the process of price policy implementation	2
15	Topic 15. Causes and consequences of price changes	2
	Total	30

#### 5. Topics of self-work

№ s / n	Topics	Number of hours
1	Influence of pricing factors on the enterprise's pricing policy	7
2	Formation of the enterprise's price policy in various spheres of business activity	7



3	The use of price strategies in the formation of the enterprise's price policy.	8
4	The use of methodical approaches in the formation of the enterprise's price policy.	8
		30

## 6. Samples of control questions, tests for assessing the level of knowledge acquisition by students

### Questions for control of students' knowledge:

1. Features of the marketing approach to pricing.
2. Classification of prices.
3. The place of price in the marketing mix.
4. Pricing policy and pricing strategies as tools of contractual policy in the field of marketing.
5. Internal factors in the formation of marketing pricing strategies.
6. The main factors of the limits of freedom in pricing (external factors).
7. The influence of market structure on the formation of marketing pricing policy and marketing strategies of the enterprise.
8. Formation of marketing pricing policy and marketing pricing strategies depending on the participants of the channels of trade.
9. Forms of state restrictions on the freedom of enterprises in the formation of marketing pricing policy and marketing pricing strategies.
10. The use of marketing research to make operational and strategic decisions on the formation and implementation of pricing policy.
11. The main objectives of marketing pricing policy and marketing pricing strategies used by firms in world practice.
12. Marketing strategies for setting prices for new products.
13. Basic marketing strategies for pricing existing products.
14. Marketing strategies related to the introduction of a new product on the market in the ratio "price - promotion of the product on the market" (mixed strategies).
15. Mixed marketing strategies related to the introduction of a new product on the market in the ratio "price - quality".
16. Signs of poor functioning of marketing pricing strategies.
17. Pricing tactics and its need for efficient operation of the enterprise.
18. Conditions for establishing a strategy of standard (long-term) or variable (flexible) prices.
19. Use of marketing strategy of the uniform price or its change on market segments.
20. Establishing psychologically attractive prices.
21. Marketing strategy of stepwise price differentiation.
22. Price adjustment based on the redistribution of costs within the range or range of goods of the enterprise.

23. Price adjustment based on different ways of including transport costs in the price of goods.
24. The use of discounts when setting the price of goods.
25. Determining the price based on full and variable costs.
26. Calculation of the price based on break-even analysis and target profit.
27. Stages of calculating the purchase price of goods, which provides the target level of profitability of enterprises.
28. Pricing with a focus on the value of the product, or competition.
29. The essence of parametric pricing methods and their scope.
30. Stages of price calculation based on the expert method.
31. Aggregate method of pricing.
32. Market insurance of the final price of goods in agreements (contracts).
33. Insurance (hedging) of the purchase price of exchange goods.
34. Insurance (hedging) of the selling price of exchange goods.
35. Features of the policy of changing current prices.
36. The impact of changes in prices on the company's profits.
37. Study of the reaction of consumers and competitors to changes in current prices.
38. Development of the program of decision-making by the enterprise in a situation of change of the prices by the competitor.

НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ			
ОС «Бакалавр» напря́м підготовки/ спеціальність 075 «Маркетинг»	Кафедра маркетингу та міжнародної торгівлі 2023 - 2024 навч. рік	ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ № 30 з дисципліни «Marketing pricing policy (module 2)»	Затверджую Зав. кафедри  (підпис) Луцій О.П. (ПІБ) 20 р.

- Pricing methods based on production costs.
- Determine the wholesale price for a washing machine designed to replace a machine that was previously produced and cost 1220 UAH. The main technical parameter is the productivity (kg / h) of the new machine -7 kg / h, the previous one - 5 kg / h.
- Test tasks:

1. Price is :

1	monetary expression of the value of goods;
2	monetary expression of labor invested in the production of this product;
3	measuring the usefulness of the goods for the buyer;
4	all answers are correct.

2. Marketing pricing policy is:

1	A set of measures to determine the price, discounts, terms of payment for goods in order to meet consumer needs and ensure the company's profits
2	The process of setting the price of a particular product under the influence of market factors
3	The corresponding reaction of the enterprise to the actions of competitors
4	Establishment of terms of payments and deliveries, ie the content of sales contracts that determine payment, range and other terms of delivery

3. The price at which the amount of products offered on the market is equal to the amount of products that consumers want to buy is called:

1	minimal;
2	maximum;
3	equilibrium;
4	adjustable.

4. Premium markup strategy:

1	It can be used by an enterprise that manufactures high quality goods and therefore determines the highest price
2	Used by an enterprise that manufactures low quality goods and sells them at a low price
3	Assumes that the company overestimates the price of the product in relation to its quality
4	Establishment of terms of payments and deliveries, ie the content of sales contracts that determine payment, range and other terms of delivery

5. What is the correct procedure for determining the price at the company?

1	Analysis of demand for goods - cost analysis - analysis of competitors' prices - determination of pricing goals - choice of pricing strategy - choice of pricing method - setting final prices
---	--

2	Determining the goals of pricing - the choice of pricing method - analysis of demand for goods - cost analysis - the choice of pricing strategy - analysis of competitors' prices - setting final prices
3	Choice of pricing strategy - determination of pricing goals - analysis of competitors' prices - analysis of demand for goods - cost analysis - choice of pricing method - setting final prices
4	Defining pricing goals - analysis of demand for goods - cost analysis - analysis of competitors' prices - choice of pricing method - choice of pricing strategy - setting final prices

6. Match the value of price elasticity of demand with its definition:

<i>The value of elasticity</i>	<i>Definition</i>
1. $E_d \rightarrow \infty$	A) Elastic
2. $E_d > 1$	B) Inelastic
3. $E_d = 1$	C) Absolutely elastic
4. $E_d < 1$	D) Unit elasticity
5. $E_d = 0$	E) Absolutely inelastic

7. Demand determined on the basis of price elasticity determines the price limit.

( Indicate the missing word in the answer sheet)

8. Prices used in international business and mean that the transport costs and risks of the seller when transporting goods to a certain point are included in the price of goods - these are:

(indicate the name of the concept in the answer sheet)

9. Match the names of the prices used in marketing and their essence:

<i>Name</i>	<i>Essence</i>
1. Descending	A) prices determined in accordance with theories of customer behavior (within the strategy of non-rounded prices or the strategy of price limits).
2. Prestigious	B) prices, which are determined mainly on the basis of the maximum approximation to the market leader's prices;
3. prices "imitation of the leader"	C) prices for products of very high quality of well-known companies with unique properties;
4. psychological	D) prices that are set directly depending on the ratio of supply and demand in the market and gradually decrease as the market is saturated with goods;

10. Initial prices at market entry , which are the maximum possible under market conditions, taking into account competitive advantages - is...

(enter the name of the price in the answer sheet)

## 2. Teaching methods

Conducting lectures and practical classes, slide presentations (in the Power program Point ) on each topic, supplementary material, discussion of problematic issues. In practical classes, situational tasks and business cases are solved.

Teaching methods are methods of joint activity and communication between the teacher and students of higher education, which ensure the development of positive motivation for learning, mastering the system of professional knowledge, abilities and skills, the formation of a scientific worldview, the development of cognitive powers, the culture of mental work of future specialists.

The following teaching methods are used during the educational process:

*Depending on the source of knowledge:* verbal (explanation, conversation, discussion, dialogue); visual (demonstration, illustration); practical (solving problems, business games).

*According to the nature of cognitive activity:* explanatory and visual problem statement; partly search and research methods.

*By place in educational activity:*

- methods of organization and implementation of educational activities, combining verbal, visual and practical methods; reproductive and problem-searching; methods of educational work under the guidance of a teacher and methods of independent work of students of higher education;

- methods of stimulating and motivating educational work, including cognitive games, educational discussions, role-playing situations;

- methods of control and self-control of educational activities: methods of oral and written control; individual and frontal, thematic and systematic control.

In the process of teaching an academic discipline, the following educational technologies are used to activate the educational and cognitive activity of students of higher education:

- *working in small groups* makes it possible to structure practical-seminar classes in terms of form and content, creates opportunities for the participation of each student of higher education in work on the topic of the class, ensures the formation of personal qualities and experience of social communication;

- *seminars-discussions* provide for the exchange of thoughts and views of the participants on a given topic, and also develop thinking, help form views and beliefs, the ability to formulate opinions and express them, teach to evaluate other people's proposals, to critically approach one's own views;

- *brainstorming* – a method of solving urgent tasks, the essence of which is to express as many ideas as possible in a limited period of time, discuss and carry out their selection;

- *case method* – a method of analyzing specific situations, which makes it possible to bring the learning process closer to the real practical activity of specialists and involves consideration of production, management and other situations, complex conflict cases, problem situations, incidents in the process of learning educational material;

- *presentations* – speeches in front of the audience, used to present certain achievements, results of the group's work, a report on the performance of individual tasks, instruction, demonstration;

- *didactic games* – a method of imitation (imitation, reflection) of making managerial decisions in various situations according to rules that have already been developed or are formed by the participants themselves, is realized through the independent solution of the given problem by students of higher education, provided that the necessary knowledge is insufficient, when there is a need to independently master new content or look for new connections in already learned material;

- *banks of visual support* contribute to the activation of creative perception of the content of the discipline with the help of visualization.

### **3. Forms of assessment**

The main forms of organization of education during the study of the discipline "Marketing" are lectures, seminar (practical) classes, consultations, independent work of students of higher education.

In accordance with the above-mentioned forms of training organization, the forms of control of learning the program are: self-monitoring, writing modular control papers, an essay, performing individual practical tasks and an exam for the period of studying the discipline. Control measures carried out at the university determine the compliance of the level of knowledge, skills and abilities acquired by students with the requirements of normative documents on higher education and ensure timely adjustment of the educational process. According to the "Regulations on examinations and tests at the National University of Bioresources and Nature Management of Ukraine" approved by the Academic Council of the National University of Bioresources and Nature Management of Ukraine on April 2, 3, 2023, protocol No. 10, the types of knowledge control of students of higher education are current control, intermediate and final attestation.

Current control is carried out during practical, laboratory and seminar classes and is aimed at checking the level of preparedness of students of higher education to perform specific work.

Intermediate certification is conducted after studying the program material of each content module. The teaching material of the disciplines, which are taught during one semester - fall or spring, is divided by lecturers into two or three content modules. Intermediate attestation should determine the level of knowledge of the students of higher education from the program material of the content module (rating assessment from the content module), obtained during all types of classes and independent work. Forms and methods of conducting intermediate certification, assimilation of the program material of the content module are developed by the lecturer of the discipline and approved by the relevant department in the form of testing, written control work, colloquium, the result of an experiment that can be evaluated numerically, calculation or calculation-graphic work, etc. The assimilation of the program material of the content module by the student of higher education is considered successful if the rating is not less than 60 points on a 100-point scale.

The level of knowledge of students of higher education acquired through non-formal education programs (Article 8, Clause 3 of the Law of Ukraine "On Education") must be confirmed by relevant documents. The presence of supporting documents is the basis for the enrollment of a separate laboratory work, the topic of a lecture or practical

session, a content module or the entire educational material of the discipline, if the program of informal education corresponds to the work program of the discipline. The decision on the enrollment of knowledge acquired through non-formal education programs is made by the lecturer of the discipline together with the head of the department. Enrollment of all educational material of a discipline does not exempt a student of higher education from taking an exam in this discipline.

After carrying out intermediate certifications with two content modules and determination of their rating evaluations by the lecturer of the discipline, the rating is determined acquirer higher education with educational work  $R_{HP}$  (not more 70 points) by by the formula:

$$R_{HP} = \frac{0.7 \cdot (R^{(1)}_{ZM} \cdot K^{(1)}_{ZM} + \dots + R^{(n)}_{ZM} \cdot K^{(n)}_{ZM})}{K_{DIS}}, \quad (1)$$

where  $R^{(1)}_{3M}, \dots, R^{(n)}_{ZM}$  – rating evaluations from content modules by 100-point scale;

$n$  – number content modules;

$K^{(1)}_{ZM}, \dots, K^{(n)}_{ZM}$  - the number of credits of the European Credit Transferstorage system (EKTS) (or hours) provided by the working educational plan for relevant content module;

$K_{DIS} = K^{(1)}_{ZM} + \dots + K^{(n)}_{3M}$  - the number of ECTS credits (or hours), provided by the working curriculum for the discipline in the current onesemester

The formula (1) you can simplify if to accept  $K^{(1)}_{3M} = \dots = K^{(n)}_{3M}$ . Then she will be look like

$$R_{HP} = \frac{0.7 \cdot (R^{(1)}_{ZM} + \dots + R^{(n)}_{ZM})}{n}. \quad (2)$$

Rating acquirer higher education with educational work rounded up to the whole numbers. The rating for academic work can be affected by the rating from additional work and the penalty rating. The rating from the additional work is added to the rating from the study and cannot exceed 20 points. It is determined by the lecturer and is given to students of higher education by the decision of the department for the performance of works that are not provided for in the curriculum, but contribute to increasing the level of their knowledge of the discipline.

The maximum number of points (20) is awarded to a higher education applicant for:

- receiving the 1st degree diploma of the winner of the student scientific conference of the educational and scientific institute or faculty (college) in the relevant discipline;
- receiving a diploma of the winner (1st, 2nd or 3rd place) of the 2nd stage of the All-Ukrainian Student Olympiad in a discipline or specialty (field of training) in the current academic year;
- receiving a diploma (I, II or III degree) of the winner of the All-Ukrainian competition of student scientific works in the relevant discipline in the current academic

year;

- authorship (co-authorship) in the submitted application for an invention or the obtained patent of Ukraine in the relevant discipline;
- authorship (co-authorship) in a published scientific article in the relevant discipline;
- production of a personal educational stand, layout, device, device; development of a computer program (provided that it is used in the educational process when teaching the relevant discipline).

The penalty rating does not exceed 5 points and is deducted from the academic work rating. It is determined by the lecturer and introduced by the decision of the department for students of higher education who did not learn the materials of the content modules in time, did not follow the work schedule, missed classes, etc. Final attestation includes semester and state attestation of students of higher education. Semester certification is conducted in the form of a semester exam or a semester credit for a specific academic discipline. The semester exam (hereinafter referred to as the exam) is a form of final attestation of the assimilation of theoretical and practical material from the academic discipline by the student of higher education during the semester.

Semester assessment (hereinafter referred to as assessment) is a form of final attestation, which consists in assessing the assimilation of theoretical and practical material by the student of higher education (certain types of work performed by him in practical, seminar or laboratory classes and during independent work) from the academic discipline for the semester.

Differentiated credit is a form of attestation that allows the student to evaluate the implementation and assimilation of a program of educational or industrial practice, preparation and defense of a course work (project) by a student of higher education. Applicants of higher education are obliged to take exams and assessments in accordance with the requirements of the work curriculum within the time limits provided by the schedule of the educational process. The content of exams and tests is determined by the working training programs of the disciplines.

**8. Distribution of grades received by students.** Evaluation of student knowledge is carried out on a 100-point scale and is converted to national grades according to Table 1 "Regulations and Examinations and Credits at NULES of Ukraine" (order on implementation dated April 26, 2023, protocol No. 10)

<b>Student rating, points</b>	<b>National grade based on exam results</b>	
	<b>Exams</b>	<b>Credits</b>
<b>90-100</b>	<b>Excellent</b>	<b>Passed</b>
<b>74-89</b>	<b>Good</b>	
<b>60-73</b>	<b>Satisfactory</b>	
<b>0-59</b>	<b>Unsatisfactory</b>	<b>Not passed</b>



In order to determine the rating of a student (listener) in the discipline  $R_{dis}$  (up to 100 points), the rating from the exam  $R_{ex}$  (up to 30 points) is added to the rating of a student's academic work  $R_{aw}$  (up to 70 points):  $R_{dis} = R_{aw} + R_{ex}$ .

### 9. Educational and methodological support:

1. Маркетингова цінова політика: методичні вказівки до вивчення курсу для студентів спеціальності 075 «Маркетинг» К: Компринт, 2021. 178 с.
2. Page on Elearn: <https://elearn.nubip.edu.ua/course/view.php?id=2853>

### 10. Recommended sources of information

#### Basic:

1. Маркетингова цінова політика : навчальний посібник для студентів ВНЗ / Я. С. Ларіна та ін.; Національний університет біоресурсів і природокористування України. 2-ге видання, перероблене і доповнене. Харків : Діса плюс, 2016. 280 с.
2. Окландер М. Ф., Чукурна О.П. Маркетингова цінова політика: навч. посіб. К. : ЦУЛ, 2020. 284 с.

#### Additional:

3. Бакунов О. О., Кучеренко Ю.О. Цінова політика підприємства: навч. посіб. для студ. ВНЗ / Донецький національний ун-т економіки і торгівлі ім. Михайла Туган-Барановського. Кафедра прикладної економіки. Донецьк : ДонНУЕТ, 2008. 111с.
4. Белявцев М. І., Петенко І. В., Прозорова І. В. Маркетингова цінова політика. Навчальний посібник / М-во освіти і науки України, ДНУ. К. : ЦУЛ, 2005. 330 с.
5. Гаркавенко С. С. Маркетинг : підручник. К. : Лібра, 2002. 712 с.
6. Голованова М. А., Доленко В. В. Маркетингова цінова політика: навч. посіб. / Нац. аерокосм. ун-т ім. М. Є. Жуковського "Харк. авіац. ін-т". Х. : ХАІ, 2009. 121 с.
7. Дугіна С. І. Маркетингова цінова політика: Навч. посібник / Київський національний економічний ун-т. К. : КНЕУ, 2005. 392с.
8. Ковальчук С. В., Гвоздецька І. В., Синиця С. М. Маркетингова цінова політика: навч. посіб. Львів : Новий Світ. 2011. 352 с.
9. Литвиненко Я. В. Маркетингова цінова політика: навч. посіб. / Міжрегіональна академія управління персоналом. К. : Персонал, 2008. 244с.
10. Мазур О. Є. Ринкове ціноутворення : навч. посіб. К. : ЦУЛ, 2012. 480с.
11. Романенко Л.Ф. Маркетингова цінова політика: навч. посібник / Відкритий міжнародний ун-т розвитку людини "Україна". — К. : Університет "Україна", 2006. 109с.
12. Шпичак О.М. Теоретико-методологічні аспекти ціноутворення на сільськогосподарську продукцію // Економіка АПК. 2012. №1. С.3-10.

### 11. Information resources

1. Law of Ukraine "On Prices and Pricing" dated June 21, 2012 No. 5007-VI: website. URL: <https://zakon.rada.gov.ua/laws/show/5007-17#Text>.
2. Law, Code "Tax Code of Ukraine" dated 02.12.2010 No. 2755-VI: website. URL: <https://zakon.rada.gov.ua/laws/show/2755-17#Text>
3. Journal of Revenue and Pricing Management: Website. URL: <https://www.palgrave.com/gp/journal/41272>
4. PPC - Professional Pricing Society: website. URL: [https://publications.pricingsociety.com/ /](https://publications.pricingsociety.com/)
5. National Library of Ukraine named after Vernadsky: website. URL: [www.nbuv.gov.ua](http://www.nbuv.gov.ua)
6. Ukrainian Marketing Association: website. URL: <http://uam.in.ua>